

WHAT IS CLAIMED IS:

1. A method for making a web site, said method comprising the steps of:
- creating a static web page;
- 10 creating a database coupled to a computer network and adapted to store content data and presentation logic separately;
- populating said database with content data and presentation logic;
- establishing an activator capable of querying said database for said content data and said presentation logic when said web page is called, said activator being adapted for combining said content data and presentation logic; and
- generating source code from said combined content data and presentation logic, said source code being adapted for use by a browser in displaying said content in accordance with said presentation logic as part of said web page.
- 20 2. The method as recited in claim 1, further comprising the step of providing a user interface to said database so that said database can be populated with values of said presentation logic.

5 3. The method as recited in claim 1, further comprising the step of
providing a user interface to said database so that said database can be populated
with values of said content data.

10 4. The method as recited in claim 1, further comprising the step of placing a
script within a web page that queries said database for presentation logic when
said web page is requested.

15 5. The method as recited in claim 1, wherein said activator is adapted to
execute a script within said requested web page, said adaptor querying said
database in executing said script.

20 6. The method as recited in claim 5, wherein said establishing step is
achieved using a browser-based software application.

25 7. The method as recited in claim 2, wherein said populating step is
achieved using a browser-based software application.

5 8. The method as recited in claim 1, wherein said generating step generates
code in HTML format.

9. A system for creating and altering a web site, said system comprising:
a database adapted to store content data and presentation logic for a web
10 site, said database coupled to a computer network;
means for populating said database with content data and presentation logic;
query means in operational connection with said database for querying said
content data and said presentation logic corresponding to a web page in said web
site in response to a request for said web page; and
source code generation means in operational connection with said query
means for generating source code in response to receipt of content data and
presentation logic retrieved by said query means from said database, said code
being capable of interpretation by a web browser.

20 10. The system as recited in claim 9, wherein said populating means further
comprises:
coding means for generating and entering presentation logic; and
content means for entering content data.

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11. The system as recited in claim 9, further comprising:

an email system adapted for creating an email message having a text box;

and

means for entering said source code into said text box of said email system.

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12. The system as recited in claim 9, wherein said database is adapted to house content data and presentation logic for a plurality of web sites including a requested web site and said query means queries said database for said content data and said presentation logic corresponding to said requested web site.

13. A method for using a web site, said method comprising:

addressing an email message, said email message having a text box;

accessing source code for a web page;

obtaining a copy of said source code;

copying said source code into said email message text box; and

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sending said email.

14. The method as recited in claim 15, further comprising the step of verifying the completeness of all links in said source code.